



WCNC  
1001 Wood Ridge Center Dr.  
Charlotte, NC 28217-1901

Crossroads Media LLC  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314-1576

## Contract # 841265

**Schedule Dates** 07/30/12-08/06/12  
**Advertiser** Crossroads GPS (33741)  
**Agency/T-Code** Crossroads Media LLC (2774)/055317791  
**Product** Political - Non-Ballot Issue (1196)  
**Brand** 732 NON BALLOTT (173581)  
**Salesperson** Nesci, Mark (3195)  
**Sales Office** HRP - Washington DC  
**Buyer Name** MARONEY,STEPHANIE  
**Phone/Fax** (202) 559-6424 /  
**CPE** 12/11/732  
**Account Types** National/Political Issue - Agency  
**Billing Type** Standard  
**Comments** CROSSRDS GPS  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*, CROSSROADS GPS

**Date Entered** 07/09/12  
**Last Modified** 08/02/12  
**Entered By** Melissa Welch  
**CO-OP** No  
**Headline #** 06224600  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$10,509.75  
**Net Total** \$59,555.25  
**Sales Tax**

## Charlotte (WCNC) (WCNC)

By Broadcast Month	Spots	Rate
Aug. 2012	59	\$70,065.00
<b>Grand Total:</b>	<b>59</b>	<b>\$70,065.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
2.0	Normal Line / SPOT	08/03/12-08/03/12	3	:30	11:34P- 12:37A (ET)						1				\$325.00		Charlotte (WCNC) (WCNC)	TONIGHT SHOW W/ LENO	7/9/12
2.0.1	Closed Preempt	08/03/12															Charlotte (WCNC) (WCNC)	S/T-Program Change/Spot -LATE NEWS AFTER OLYMPICS	
4.0	Normal Line / SPOT	08/03/12-08/03/12	3	:30	4:58A- 5:58A (ET)						1			1	\$250.00	\$250.00	Charlotte (WCNC) (WCNC)	NEWS @ 5AM	7/9/12
5.0	Normal Line / SPOT	08/03/12-08/03/12	3	:30	5:59P- 6:30P (ET)						1			1	\$900.00	\$900.00	Charlotte (WCNC) (WCNC)	NEWS @ 6PM	7/9/12
6.0	Normal Line / SPOT	08/03/12-08/03/12	3	:30	5:58A- 6:58A (ET)						1			1	\$550.00	\$550.00	Charlotte (WCNC) (WCNC)	NEWS @ 6AM	7/9/12
7.0	Normal Line / SPOT	08/03/12-08/03/12	3	:30	6:59P- 7:30P (ET)						1			1	\$1,600.00	\$1,600.00	Charlotte (WCNC) (WCNC)	JEOPARDY	7/9/12
8.0	Normal Line / SPOT	08/03/12-08/03/12	3	:30	6:58A- 9A (ET)						1			1	\$600.00	\$600.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	7/9/12
9.0	Normal Line / SPOT	08/03/12-08/03/12	3	:30	9A- 10A (ET)						1			1	\$275.00	\$275.00	Charlotte (WCNC) (WCNC)	TODAY SHOW II	7/9/12
10.0	Normal Line / Olympics - Summer	07/30/12-08/06/12	3	:30	10A- 5P (ET)		1							1	\$800.00	\$800.00	Charlotte (WCNC) (WCNC)	OLYMPICS DAYTIME	7/9/12
10.0.1	Closed Preempt	08/06/12															Charlotte (WCNC) (WCNC)	S-In Lieu of Revision/Spot -	
11.0	Normal Line / SPOT	07/30/12-08/06/12	3	:30	12A- 12:35A (ET)		1							1	\$650.00	\$650.00	Charlotte (WCNC) (WCNC)		7/9/12
11.0.1	Closed Preempt	08/06/12															Charlotte (WCNC) (WCNC)	S-In Lieu of Revision/Spot -	

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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<b>Grand Total:</b>	<b>59</b>	<b>\$70,065.00</b>

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12.0	Normal Line / SPOT	07/30/12-08/06/12	3	:30	11:34P- 12:37A (ET)	1									\$325.00		Charlotte (WCNC) (WCNC)	TONIGHT SHOW W/ LENO	7/9/12
12.0.1	Preempt	07/30/12															Charlotte (WCNC) (WCNC)	S/I-Program Change/Spot -LATE NEWS AFTER OLYMPICS	
12.0.2	Closed Preempt	08/06/12															Charlotte (WCNC) (WCNC)	S/I-Program Change/Exception - LATE NEWS, NO TONIGHT SHOW	
13.0	Normal Line / SPOT	07/30/12-08/06/12	2	:30	4:28A- 4:58A (ET)	1								1	\$100.00	\$100.00	Charlotte (WCNC) (WCNC)	NEWS @430AM	7/9/12
13.0.1	Closed Preempt	08/06/12															Charlotte (WCNC) (WCNC)	S-In Lieu of Revision/Spot	
14.0	Normal Line / SPOT	07/30/12-08/06/12	3	:30	4:58A- 5:58A (ET)	1								1	\$250.00	\$250.00	Charlotte (WCNC) (WCNC)	NEWS @ 5AM	7/9/12
14.0.1	Closed Preempt	08/06/12															Charlotte (WCNC) (WCNC)	S-In Lieu of Revision/Spot	
15.0	Normal Line / SPOT	07/30/12-07/30/12	6	:30	4:59P- 5:59P (ET)	1								1	\$600.00	\$600.00	Charlotte (WCNC) (WCNC)	NEWS @ 5PM	7/9/12
16.0	Normal Line / SPOT	07/30/12-08/06/12	3	:30	5:59P- 6:30P (ET)	1								1	\$900.00	\$900.00	Charlotte (WCNC) (WCNC)	NEWS @ 6PM	7/9/12
16.0.1	Closed Preempt	08/06/12															Charlotte (WCNC) (WCNC)	S-In Lieu of Revision/Spot	
17.0	Normal Line / SPOT	07/30/12-08/06/12	3	:30	5:58A- 6:58A (ET)	1								1	\$550.00	\$550.00	Charlotte (WCNC) (WCNC)	NEWS @ 6AM	7/9/12
17.0.1	Closed Preempt	08/06/12															Charlotte (WCNC) (WCNC)	S-In Lieu of Revision/Spot	

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18.0	Normal Line / SPOT	07/30/12-07/30/12	3	:30	6:59P- 7:30P (ET)	1	1							1	\$1,600.00	\$1,600.00	Charlotte (WCNC) (WCNC)	JEOPARDY	7/9/12
20.0	Normal Line / Olympics - Zone	07/30/12-07/30/12	3	:30	7:28P- Olympic Zone	1	1							1	\$1,800.00	\$1,800.00	Charlotte (WCNC) (WCNC)	OLYMPIC ZONE	7/9/12
21.0	Normal Line / Olympics - Summer	07/30/12-08/06/12	3	:30	7:58P- Olympic Games Prime	1	1							1	\$7,500.00	\$7,500.00	Charlotte (WCNC) (WCNC)	OLYMPICS PRIME	7/9/12
21.0.1	Closed Preempt	08/06/12															Charlotte (WCNC) (WCNC)	S-In Lieu of Revision/Spot -	
22.0	Normal Line / SPOT	07/30/12-08/06/12	3	:30	9A- 10A (ET)	1	1							1	\$275.00	\$275.00	Charlotte (WCNC) (WCNC)	TODAY SHOW II	7/9/12
22.0.1	Closed Preempt	08/06/12															Charlotte (WCNC) (WCNC)	S-In Lieu of Revision/Spot -	
28.0	Normal Line / SPOT	08/02/12-08/02/12	3	:30	12A- 12:35A (ET)					1				1	\$650.00	\$650.00	Charlotte (WCNC) (WCNC)		7/9/12
29.0	Normal Line / SPOT	08/02/12-08/02/12	3	:30	11:34P- 12:37A (ET)					1					\$325.00		Charlotte (WCNC) (WCNC)	TONIGHT SHOW W/ LENO	7/9/12
29.0.1	Preempt	08/02/12															Charlotte (WCNC) (WCNC)	S/I-Program Change/Spot -LATE NEWS AFTER OLYMPICS	
30.0	Normal Line / SPOT	08/02/12-08/02/12	2	:30	4:28A- 4:58A (ET)					1				1	\$100.00	\$100.00	Charlotte (WCNC) (WCNC)	NEWS @430AM	7/9/12
	:30 Normal Line / SPOT	08/02/12-08/02/12	3	:30	4:58A- 5:58A (ET)					1				1	\$250.00	\$250.00	Charlotte (WCNC) (WCNC)	NEWS @ 5AM	7/9/12
32.0	Normal Line / SPOT	08/02/12-08/02/12	6	:30	4:59P- 5:59P (ET)					1				1	\$600.00	\$600.00	Charlotte (WCNC) (WCNC)	NEWS @ 5PM	7/9/12

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33.0	Normal Line / SPOT	08/02/12-08/02/12	3	:30	5:59P- 6:30P (ET)					1				1	\$900.00	\$900.00	Charlotte (WCNC) (WCNC)	NEWS @ 6PM	7/9/12
34.0	Normal Line / SPOT	08/02/12-08/02/12	3	:30	5:58A- 6:58A (ET)					1				1	\$550.00	\$550.00	Charlotte (WCNC) (WCNC)	NEWS @ 6AM	7/9/12
35.0	Normal Line / SPOT	08/02/12-08/02/12	3	:30	6:58A- 9A (ET)					1				1	\$600.00	\$600.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	7/9/12
36.0	Normal Line / Olympics - Summer	08/02/12-08/02/12	3	:30	7:30P- 7:50P (ET)					1					\$1,800.00		Charlotte (WCNC) (WCNC)	OLYMPIC ZONE	7/9/12
36.0.1	Closed Preempt	08/02/12															Charlotte (WCNC) (WCNC)	S/I-Incorrect Entry/Exception - OLYMPICS ZONE BREAK TYPE	
37.0	Normal Line / Olympics - Summer	08/02/12-08/02/12	3	:30	7:58P- Olympic Games Prime					1				1	\$7,500.00	\$7,500.00	Charlotte (WCNC) (WCNC)		7/9/12
38.0	Normal Line / SPOT	08/02/12-08/02/12	3	:30	9A- 10A (ET)					1				1	\$275.00	\$275.00	Charlotte (WCNC) (WCNC)	TODAY SHOW II	7/9/12
39.0	Normal Line / SPOT	07/31/12-07/31/12	3	:30	12A- 12:35A (ET)			1						1	\$650.00	\$650.00	Charlotte (WCNC) (WCNC)		7/9/12
40.0	Normal Line / SPOT	07/31/12-07/31/12	3	:30	11:34P- 12:37A (ET)			1							\$325.00		Charlotte (WCNC) (WCNC)	TONIGHT SHOW W/ LENO	7/9/12
40.0.1	Preempt	07/31/12															Charlotte (WCNC) (WCNC)	S/I-Program Change/Spot -LATE NEWS AFTER OLYMPICS	
41.0	Normal Line / SPOT	07/31/12-07/31/12	2	:30	4:28A- 4:58A (ET)			1						1	\$100.00	\$100.00	Charlotte (WCNC) (WCNC)	NEWS @430AM	7/9/12

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42.0	Normal Line / SPOT	07/31/12-07/31/12	3	:30	4:58A- 5:58A (ET)			1						1	\$250.00	\$250.00	Charlotte (WCNC) (WCNC)	NEWS @ 5AM	7/9/12
43.0	Normal Line / SPOT	07/31/12-07/31/12	6	:30	4:59P- 5:59P (ET)			1							\$600.00		Charlotte (WCNC) (WCNC)	NEWS @ 5PM	7/9/12
43.0.1	Closed Preempt	07/31/12															Charlotte (WCNC) (WCNC)	R-Programming/Spot - hags- olympics ran long	
44.0	Normal Line / SPOT	07/31/12-07/31/12	3	:30	5:59P- 6:30P (ET)			1						1	\$900.00	\$900.00	Charlotte (WCNC) (WCNC)	NEWS @ 6PM	7/9/12
45.0	Normal Line / SPOT	07/31/12-07/31/12	3	:30	5:58A- 6:58A (ET)			1						1	\$550.00	\$550.00	Charlotte (WCNC) (WCNC)	NEWS @ 6AM	7/9/12
46.0	Normal Line / SPOT	07/31/12-07/31/12	3	:30	6:59P- 7:30P (ET)			1						1	\$1,600.00	\$1,600.00	Charlotte (WCNC) (WCNC)	JEOPARDY	7/9/12
47.0	Normal Line / Olympics - Zone	07/31/12-07/31/12	3	:30	7:28P- Olympic Zone			1						1	\$1,800.00	\$1,800.00	Charlotte (WCNC) (WCNC)	OLYMPIC ZONE	7/9/12
48.0	Normal Line / Olympics - Summer	07/31/12-07/31/12	3	:30	7:58P- Olympic Games Prime			1						1	\$7,500.00	\$7,500.00	Charlotte (WCNC) (WCNC)	OLYMPICS PRIME	7/9/12
49.0	Normal Line / SPOT	07/31/12-07/31/12	3	:30	9A- 10A (ET)			1						1	\$275.00	\$275.00	Charlotte (WCNC) (WCNC)	TODAY SHOW II	7/9/12
50.0	Normal Line / Olympics - Summer	08/01/12-08/01/12	3	:30	10A- 5P (ET)				1					1	\$800.00	\$800.00	Charlotte (WCNC) (WCNC)	OLYMPICS DAYTIME	7/9/12
51.0	Normal Line / SPOT	08/01/12-08/01/12	3	:30	12A- 12:35A (ET)				1					1	\$650.00	\$650.00	Charlotte (WCNC) (WCNC)	LATE NEWS @ 11PM	7/9/12
52.0	Normal Line / SPOT	08/01/12-08/01/12	3	:30	11:34P- 12:37A (ET)				1						\$325.00		Charlotte (WCNC) (WCNC)	TONIGHT SHOW W/ LENO	7/9/12

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54.0	Normal Line / SPOT	08/01/12-08/01/12	3	:30	4:58A- 5:58A (ET)				1					1	\$250.00	\$250.00	Charlotte (WCNC) (WCNC)	NEWS @ 5AM	7/9/12
55.0	Normal Line / SPOT	08/01/12-08/01/12	3	:30	5:59P- 6:30P (ET)				1					1	\$900.00	\$900.00	Charlotte (WCNC) (WCNC)	NEWS @ 6PM	7/9/12
56.0	Normal Line / SPOT	08/01/12-08/01/12	3	:30	5:58A- 6:58A (ET)				1					1	\$550.00	\$550.00	Charlotte (WCNC) (WCNC)	NEWS @ 6AM	7/9/12
57.0	Normal Line / SPOT	08/01/12-08/01/12	3	:30	6:59P- 7:30P (ET)				1					1	\$1,600.00	\$1,600.00	Charlotte (WCNC) (WCNC)	JEOPARDY	7/9/12
58.0	Normal Line / SPOT	08/01/12-08/01/12	3	:30	5:58A- 9A (ET)				1					1	\$600.00	\$600.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	7/9/12
59.0	Normal Line / SPOT	08/01/12-08/01/12	3	:30	9A- 10A (ET)				1					1	\$275.00	\$275.00	Charlotte (WCNC) (WCNC)	TODAY SHOW II	7/9/12
61.0	Normal Line / SPOT	07/30/12-08/03/12	3	:30	9A- 10A (ET)	1	X	X	X	X	X			1	\$275.00	\$275.00	Charlotte (WCNC) (WCNC)		7/11/12
62.0	Normal Line / SPOT	07/30/12-08/03/12	3	:30	4:58A- 5:58A (ET)	2	X	X	X	X	X			2	\$250.00	\$500.00	Charlotte (WCNC) (WCNC)		7/11/12
63.0	Normal Line / SPOT	08/01/12-08/01/12	2	:30	7:28P- Olympic Zone				1						\$1,800.00		Charlotte (WCNC) (WCNC)		7/11/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WCNC  
1001 Wood Ridge Center Dr.  
Charlotte, NC 28217-1901

Crossroads Media LLC  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314-1576

## Contract # 841265

**Schedule Dates** 07/30/12-08/06/12  
**Advertiser** Crossroads GPS (33741)  
**Agency/T-Code** Crossroads Media LLC (2774)/055317791  
**Product** Political - Non-Ballot Issue (1196)  
**Brand** 732 NON BALLOTT (173581)  
**Salesperson** Nesci, Mark (3195)  
**Sales Office** HRP - Washington DC  
**Buyer Name** MARONEY,STEPHANIE  
**Phone/Fax** (202) 559-6424 /  
**CPE** 12/11/732  
**Account Types** National/Political Issue - Agency  
**Billing Type** Standard  
**Comments** CROSSRDS GPS  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* CROSSROADS GPS

**Date Entered** 07/09/12  
**Last Modified** 08/02/12  
**Entered By** Melissa Welch  
**CO-OP** No  
**Headline #** 06224600  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$10,509.75  
**Net Total** \$59,555.25  
**Sales Tax**

## Charlotte (WCNC) (WCNC)

By Broadcast Month	Spots	Rate
Aug. 2012	59	\$70,065.00
<b>Grand Total:</b>	<b>59</b>	<b>\$70,065.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
63.0.1	Closed Preempt	08/01/12															Charlotte (WCNC) (WCNC)	S/E Incorrect Entry/Exception - USE OLYMPICS-ZONE BREAK TYPE	
64.0	M/G For 63.0.1 / Olympics - Zone	08/01/12-08/01/12	2	:30	7:28P- Olympic Zone				1					1	\$1,800.00	\$1,800.00	Charlotte (WCNC) (WCNC)		7/11/12
65.0	M/G For 43.0.1 / SPOT	08/02/12-08/03/12	2	:30	4:59P- 5:59P (ET)	1				X	X			1	\$600.00	\$600.00	Charlotte (WCNC) (WCNC)		8/1/12
66.0	Normal Line / SPOT	08/03/12-08/03/12	3	:30	6:58A- 10A (ET)						1			1	\$670.00	\$670.00	Charlotte (WCNC) (WCNC)		8/2/12
67.0	Normal Line / SPOT	08/03/12-08/03/12	2	:30	4:28A- 4:58A (ET)						1			1	\$150.00	\$150.00	Charlotte (WCNC) (WCNC)		8/2/12
68.0	Normal Line / SPOT	08/03/12-08/03/12	2	:30	4:58A- 5:58A (ET)						2			2	\$325.00	\$650.00	Charlotte (WCNC) (WCNC)		8/2/12
69.0	Normal Line / Olympics - Summer	08/03/12-08/03/12	3	:30	10A- 5P (ET)						1			1	\$1,245.00	\$1,245.00	Charlotte (WCNC) (WCNC)		8/2/12
70.0	Normal Line / SPOT	08/03/12-08/03/12	2	:30	4:59P- 5:59P (ET)						2			2	\$700.00	\$1,400.00	Charlotte (WCNC) (WCNC)		8/2/12
71.0	Normal Line / SPOT	08/03/12-08/03/12	2	:30	5:59P- 6:30P (ET)						1			1	\$1,200.00	\$1,200.00	Charlotte (WCNC) (WCNC)		8/2/12
72.0	Normal Line / SPOT	08/03/12-08/03/12	2	:30	6:59P- 7:30P (ET)						1			1	\$1,600.00	\$1,600.00	Charlotte (WCNC) (WCNC)		8/2/12
73.0	Normal Line / Olympics - Summer	08/03/12-08/03/12	4	:30	7:58P- 10:45P (ET)						1			1	\$10,000.00	\$10,000.00	Charlotte (WCNC) (WCNC)		8/2/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments: